

29: The state of South African media and marketing

Find out more about the state of South African media and marketing by listening to this week's podcast of the [Biz Takeouts Marketing & Media radio show](#), which airs every Wednesday 5pm-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In studio on Wednesday, 11 July 2012, [David Bullard](#) ([@lunchout2](#)), controversial author and columnist who wrote the iconic 'Out to Lunch' column for the *Sunday Times*, joined show host [Brendan Jack](#) ([@brendanjack](#)) to offer his take on the state of South African media, how it stacks up against international outlets, how online news has changed the game, keeping journalistic integrity and advertisers separate, and offers advice to aspiring journalists.

The news roundup by [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) covered:

- [Making email stand out](#) in cluttered communication
- Time to [look past marketing in social media strategy](#)
- Marketing industry is its [own worst enemy](#)
- Esmaré Weideman on the [print-media charter, her papers, and their future in the digital age](#)
- Mobile advertising now [on Facebook in South Africa](#)

Podcast

If you missed the show, [download](#) (47.3MB) or [listen](#) to the podcast (50:30 minutes).

Episode 29: The state of South African media and marketing

Date: 11 July 2012 **Length:** 50:30min **File size:** 47.3MB **Host:** Brendan Jack

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Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry,

current media trends, upcoming events and brand activities.



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